

Your Friday Feature

Art in the City / Week 16

The Waterfall by Chris Chappel



Image credit: Kertis Creative

This week's feature is a new mural in Portland created by artist Chris Chappel featuring My Morning Jacket in partnership with Beautify Earth and Portland Investment Initiative [Pii]. Pii shared the following information about the mural:

My Morning Jacket formed at the tail-end of the 1990s in Louisville. Drawing upon their rich knowledge of classic rock, country, soul and psychedelia, the group transformed these influences into fresh, life-affirming rock'n'roll and aching, haunting balladry. Since 2004 the band has comprised of members Jim James, Tom Blankenship, Patrick Hallahan, Carl Bromel and Bo Koster, who over the course of seven studio albums, many long and glorious tours, and legendary shows have grown an ever-swelling following, a grass-roots movement that's spread like wildfire.

Throughout their career, My Morning Jacket's commitment to community and philanthropy has been exercised in many forms, including donating \$1 from every ticket sold to locally-based non-profit organizations. With their newly released album, *The Waterfall* via ATO Records/Capitol Records, My Morning Jacket sought to take their philanthropy to a new level with the creation of The Waterfall Project, a long-term philanthropy effort meant to house the band's ongoing cause-related work.

As part of this newly established project the band has teamed up with Pii and Beautify Earth to work on a variety of public art projects. As part of this process, My Morning Jacket are excited to announce a public art mural at 1531 West Main Street in Louisville, on the east side of the Whole Alternatives building. Louisville artist Chris Chappel executed the mural. The Waterfall in the mural echoes the waterfall on the album cover of the newest My Morning Jacket release and of course represents Louisville as the original "Falls City."

Beautify Earth is in the midst of a nation-wide project which aims to put an end to blighted walls and fixtures by empowering artists, encouraging social responsibility, and instilling community pride in impoverished or neglected communities/streets. Beautify Earth also provides education programs designed to inspire and provide a framework for undiscovered talent to flourish. The art projects attract new businesses and improve the likelihood of community investment.

My Morning Jacket, as Louisvillians, are also excited to give something visual back to their home town and especially historic Portland in the West End. Louisville Mayor Greg Fischer said of the project, "It's exciting to have this local art inspired by the latest project of My Morning Jacket who have given the world such great music over the years and have been world ambassadors from Louisville while staying true to their hometown roots. It's also great to have this artwork in historic Portland, which is being re-born and is so near to where one of nature's most impressive waterfalls led to the creation of our city."

The Pii launched in 2013 and supports the existing efforts to improve the quality of life and opportunities in the Portland neighborhood. Pii is working to renovate abandoned housing, enhance commercial opportunities, and build intellectual infrastructure.

Chris Chappel is a self-taught artist from the South End of Louisville. He dabbles in several media forms, but perhaps has the most fun with aerosol paint, as it allows him to quickly create large pieces and is

perfect for creating murals. He hopes to continue to color the many blank walls in Louisville and help build a stronger public art scene.